



## A car comes with your Building: an opportunity for the Strata Industry



greensharecar® June 2010

“filling the mobility gap”

## Introduction: greensharecar® - our vision

greensharecar® is a division of the Roscon Group of Companies. We believe the switch from internal combustion engine vehicles to electric vehicles (EV) will create future growth opportunities in the automotive mobility industry.

The greensharecar® fleet will incorporate the most advanced EV's as they become proven and reliable. EV will be the car of the future and our goal is to deliver the technology to ordinary people who become members of GreenShareCar.

Our commercial expertise and technology solutions will reduce the reliance and liability of direct car ownership. We will achieve this by offering our vehicles to our members at a lower cost than is possible with direct car ownership. We will work with local government, institutions, individuals and organisations to find ways that greensharecar® can reduce direct car ownership dependence.

By partnering with high density property developers and land developers, greensharecar® will provide a practical and valuable share car amenity into their projects. In most cases this can be achieved at NO cost to the developer.

greensharecar® will provide the most up to date environmentally friendly vehicles which will provide social benefits to the communities in which we operate. Our Car Sharing business system will reduce the number of vehicles driven in our cities, ease the burden on the public road infrastructure, lower demand for parking spaces in inner cities, and reduce greenhouse gas emissions and other pollutants. We aim to achieve zero emissions by 2015.

We have the solution which alleviates the need for excessive parking requirements within Strata complexes. greensharecar® is a member based company that provides a share car service at very affordable rates. It provides a service which is inclusive of all on-road costs associated to individual car ownership including registration, insurance, maintenance, fuel, breakdown service, etc. This trouble free service provides the member 24/7 access to a car on demand from their iPhone or computer that can be booked for an hour or on a daily basis at very economical rates.

greensharecar® is an economical alternative for owner/occupiers travelling to and from their building using this service as opposed to their infrequently driven owned vehicle or second vehicle. Running costs such as petrol, general car maintenance and insurance are inclusive within the hire rate. Along with a dedicated car parking space within the building, there is also an affiliated fleet of cars in inner city locations parked in dedicated car parking bays provided by the local city councils.

Our network is expanding throughout the metropolitan Melbourne area. If there isn't a local greensharecar®, register your interest and help us place one by completing a form on our upcoming website. The greensharecar® website is expected to commence in mid-June of this year. This is the best way of telling us that you're keen and the more interest we get from people in your area, the more likely and the quicker it is that we can put an installation right near you.

So let everyone in your immediate area including friends and associates know about greensharecar®. If you refer a new member to greensharecar® who subsequently joins you'll receive one FREE hour's driving credit for every new member referred to us.

Once you have joined our FREE register, we promise to keep you up to date with the progress of our installations via monthly newsletters. As soon as a greensharecar® is near you, we'll automatically notify you.

Car sharing is a revolution in personal transportation - urban mobility for the 21st century. About 80% of Australians live in cities with those living closest to the inner city utilizing alternative transport systems to travel to and from their destinations. greensharecar® makes it possible to travel with ease and cost efficiency.

## Owners Corporation Benefits

With a greensharecar® you get a vehicle on demand without the usual expenses associated with vehicle ownership - registration, insurance, maintenance, repairs, depreciation, etc. There are no time constraints - you can book a car for as little as an hour or as long as required. It only costs you for the period that you need it.

The option of a greensharecar® has many benefits, especially when it is in a dedicated situation within a Strata complex where space is at an expensive premium. It can provide benefits such as:-

- Attract and retain great tenants.
- Eliminate the need for a second vehicle or eliminate direct vehicle ownership completely.
- Provide improved access for business clients while reducing the vehicle parking clutter.
- Open up additional parking for visitors because of the reduced need for permanent parking of vehicles that are minimally used.
- Open up parking areas for alternative usage.

Building owners and tenants receive a personal electronic key once they become a member to the greensharecar® on your property. The greensharecar® is parked on-site, providing easy and secure access. We



can supply a large range of vehicles that are tailored to suit the needs of the complex. After consultation with our representative the strata management or member committees can decide what the most appropriate solution is for them. With a wide selection from Toyota Prius hybrids, Toyota Yaris, Toyota Corolla, and many more, you can select the vehicle or people mover that fulfills the needs of the complex and its occupants. With rates as low as \$5/hr or as low as \$51/day, tenants can have trouble-free motoring knowing that they are saving approximately \$12,000 annually by not having to personally own a vehicle or second vehicle.

greensharecar® works in partnership with the complex by supplying the vehicle(s) and the required backup systems

while the complex provides the parking space(s). Together we market the vehicle facility as a convenient and valuable service which simultaneously promotes your property as being environmentally mindful.

**Residential Buildings greensharecar®** is ideally suited for **exclusive** use by building occupiers to residential strata developments of 50 lots or more located within 20Km from the CBD.

**greensharecar®** is ideally suited for **non-exclusive** use by building occupiers to residential apartment developments of 50 lots or less (minimum 20 lots) located within 20Km from the CBD. The vehicle must be accessible 24/7 days by all **greensharecar®** members regardless of



their tenancy in the building.

### greensharecar® protecting our future

Our planet is in trouble. Human activity is altering the composition of the atmosphere and creating climate change. The impacts are going to be dramatic and far reaching – socially, economically and environmentally.

World leaders are calling for carbon taxes and reductions in overall carbon emissions of 60%-80%. Achieving these targets is going to be extremely challenging and will require the adoption of new ways of thinking. The challenge of adjusting to a carbon constrained world lies in adopting sustainable principles as a key driver for investment decisions.

**greensharecar®** models itself as an alternative means of transport which employs low emission and fuel efficient vehicles in its fleet. One vehicle can be shared by more than 30 people who live and work within 20km from city centres and close to public transport. We take advantage of the development of in-car technology and management software to manage the share vehicle to make this car share program possible.

Our members will be contributing to the climate change challenge. Their participation will deliver a message to the world and to governments that there is a demand and a need for alternative and sustainable vehicle travel.

### What is Car Sharing?

The principle of car sharing is simple: Individuals gain the benefits of private vehicle use without the costs and responsibilities of ownership. Rather than owning one or more vehicles, a household or business has access to a fleet of shared use cars on an as-needed basis. Individuals gain access to vehicles by joining **greensharecar®** who maintains a fleet of vehicles which are parked in designated spaces within a complex and in a network of locations throughout the metropolitan area.

### How It Works

All **greensharecar®** vehicles will be equipped with top of the range technology ensuring it is a hassle free experience for everyone involved. **greensharecar®** members will receive a personal security card allowing for easy access to the vehicles. They will first need to book the vehicle which can be done online or by telephone. They can book any time, day or night, up to a year in advance or at the very last minute. After a member has booked the vehicle, they will then go to the vehicle and swipe their personal card across the windscreen security reader of the **greensharecar®**. The doors will unlock automatically. The keys are in the vehicle. Once a member has finished using the vehicle they return it to its designated car spot.

### Frequently Asked Questions

These questions and answers will help you better understand the philosophy behind car sharing in relation to your building. A dedicated (exclusive use) **greensharecar®** will be located within your building and would not be accessible by the general public.

1. **What Buildings would suit an (Exclusive) greensharecar®?**  
Buildings with at least 50 residential apartments located within a 20km radius of the CBD.
2. **What Buildings would suit a (Non-Exclusive) greensharecar®?**  
Buildings with at least 20 residential apartments located within a 10km radius of the CBD.
3. **How many car parks can you eliminate by having a greensharecar®?**  
One **greensharecar®** could replace up to 10 car parks. Generally 30 members within a building will support one Share Car. Federal, State and local Governments support car sharing because of its proven ability to 1) help alleviate traffic congestion, 2) reduce on and off-street parking pressure, 3) limit contribution to carbon dioxide emissions and, 4) generally help reduce pollution.

From the Owners Corporation's point of view, the key benefits of car sharing include:

- environmentally friendly **greensharecar®** vehicles that emit less carbon dioxide allowing it to achieve higher green star points;
- reduction of the environmental impact at the complex;
- marketing benefits to purchasers;
- adding value by providing a convenient and timesaving amenity to new owners; and,
- a cheap, green and easy alternative to vehicle ownership.

**greensharecar®** has extensive experience in integrating car sharing into commercial and residential Buildings and maximising the development to its full potential which benefits all stakeholders.

4. **Is there a cost to the Owners Corporation if the monthly minimum car usage is not achieved?**  
Holding costs will be built into the Owners Corporation (OC) or Strata Plan fees. The OC underwrites the vehicle and makes the monthly payments to **greensharecar®** from its budget. Every dollar the share car generates is credited back to the OC. When the share car income is greater than the monthly payment by the OC, the OC would receive profit sharing at 20%.

**5. Are there any promotional activity costs to the Owners Corporation and what are these activities?**

There are no direct promotional costs to the OC. However when the Owners Corporation markets the Building to purchasers it may be a great idea to also communicate the benefits of having a **greensharecar®** on site. It's a great selling feature and a great exclusive amenity within the building. **greensharecar®** would provide a promotional flyer for all building occupants once most of the building is occupied.

**6. What number of cars will be placed in the surrounding areas?**

**greensharecar®** proposes to have 32 share cars located within the CBD and adjoining suburbs in 2010/2011. Our forecasts are to add an additional 64 share cars in 2011/2012 and an additional 128 in 2012/2013 and so on.

**7. What is the additional cost to the Owners Corporation for the security access equipment?**

The monthly commitment fee includes all the necessary infrastructure, set-up costs and equipment to operate the share car.

**8. Is there any cost to the Owners Corporation to incorporate **greensharecar®** into the Building?**

Yes, a monthly commitment only. However the share car only needs to be used on average 4 hours a day and it will cost the OC nothing. If the share car is used on average for more than 4 hours daily the OC takes a 20% profit share.

**How can an OC Manager Implement a GreenShareCar?**

1. Inform all appropriate buildings of 100 or more lots. However in smaller buildings non exclusive use of a share car will be considered.
2. **greensharecar®** can provide this brochure if requested by the OC manager to include Share Car in an appropriate building's agenda items.
3. If a committee member or manager intends to implement **greensharecar®** into a building, we can provide a detailed proposal for that particular building upon request.

**Compared **greensharecar®** to Car Ownership**

For less than the cost of direct vehicle ownership you can drive **greensharecar®** as shown in this table:

Outright vehicle ownership costs per year	*Rate per hour	*Rate Per Day	Days per year	Hours you can drive per year	Hours you can drive per day	Full 24 hour days you can drive per year	**How many more Km can you drive with GreenShareCar
\$12,000	\$10	\$59	365	1,200	3.5	203	39,750
\$12,000	\$12	\$69	365	1,000	2.7	173	10,950
\$12,000	\$14	\$79	365	857	2.4	152	7,800

\*Rates vary on the type of vehicle hired or time and day of the week the reservation is made. Rates subject to change without notice.

\*\* **greensharecar®** allows up to 150km per day at no additional cost.

If you drive 1 hour per day or 7 hours per week this is what you will save compared to direct car ownership when you choose to drive **greensharecar®**:

Outright vehicle ownership costs per year	*Rate per hour	*Rate Per Day	Cost to drive with GreenShareCar Per year	Hours you can drive per year	Hours you can drive per day	Savings per week	Savings per year
\$12,000	\$10	\$59	\$3,640	364	1 to 24	\$160	\$8,360
\$12,000	\$12	\$69	\$4,368	364	1 to 24	\$146	\$7,632
\$12,000	\$14	\$79	\$5,096	364	1 to 24	\$132	\$6,904

\*Rates are subject to change depending on time of day or week day selected.

\*\*RACV figures on vehicle ownership costs based on a large vehicle category, i.e. Ford Falcon - assuming 2009 vehicle value of on road new \$41,659, average 15,000km a year, and taking into account depreciation, tyres, petrol, insurance, registration, scheduled servicing. Small vehicle category Ford Focus yearly ownership costs \$8,345.

**Conclusion**

Car sharing has taken the world by storm. Over the last decade in Europe and North America it has been operating in over 600 cities. Car sharing members have access to cars on demand for rates either by the hour or by the day and enjoy ease of parking.

Although relatively few resources have been invested in car sharing to date by Governments at all levels within Australia, the vision of **greensharecar®** is to increase the awareness of local councils by providing them with an in-depth understanding of the share car concept by showing them the benefits in the reduction of privately owned vehicles and the potential for the improvements in the environment.

Join **greensharecar®** and help us in the transition towards a sustainable future by adopting a carbon free driving culture.

Version (4)

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